

Best Practices for B2B Video Marketing

B2B video marketing has evolved quickly from being a nice-to-have tactic to becoming a powerful strategy that can significantly improve your marketing ROI.

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In this ebook, you as a B2B marketer, will learn about the power of using video for your B2B marketing strategy, and get a guide for creating compelling videos that raise awareness, engage your audiences, and can make a significant impact on your business.

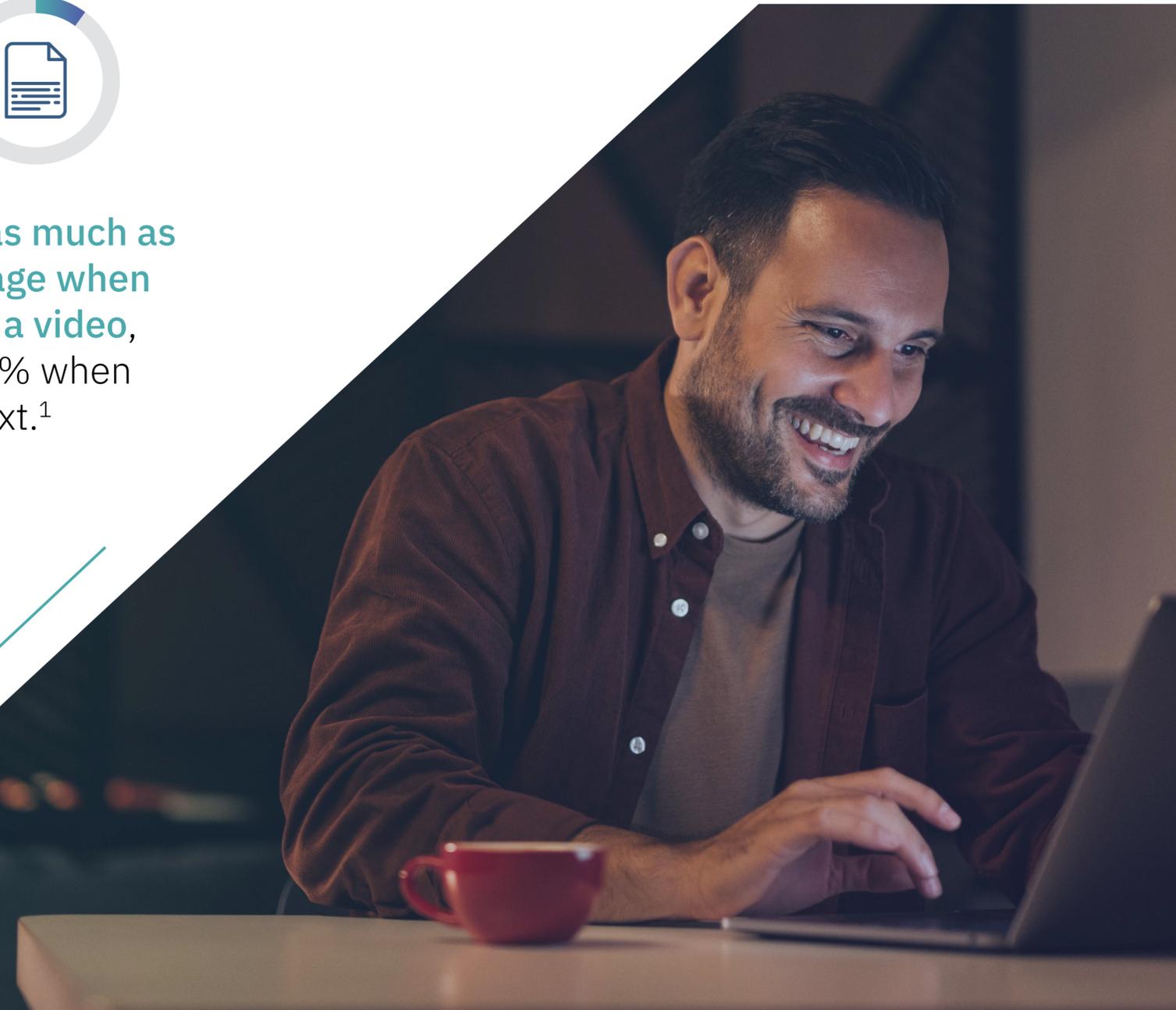
A recent study showed that viewers retain as much as 95% of a message when they watch it in a video, compared to 10% when reading it in a text.¹ This data, combined with the fact that popular search and social platform algorithms now place a higher value on video content over other types, make video a critical component of any marketing strategy.

While video creation for business used to be an expensive and timeconsuming proposition, technology has evolved such that creating video content for business marketing can be quick, simple, and effective. But to ensure a strong ROI, there are a few best practices to keep in mind.

1. Insivia



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Setting Your Goals

Effective content marketing of any type begins with a deep understanding of your audience. Video, like all content should be created with a specific audience in mind. As a B2B marketer, you can employ video at every step of the sales and marketing journey.

Video Production



Video Marketing for Awareness

Use videos that tell your company and brand story in a way that will create excitement and an emotional connection can be very effective, especially if combined with an advertising campaign to broaden reach. Once you produce a beautiful brand video, editing to create video teasers for social media, email marketing, and as a tool for your sales team, extends the life of the video.

Video Marketing for Engagement

Use video to engage your audience with more details. Typically, this involves creating explainer videos to educate your audiences or product demonstration videos to provide information on features and benefits. Like other videos, editing to create short teasers extend the use of videos across your marketing channels. According to a report published by Forrester, videos in email marketing, for example, increase click-through rates up to 300%.¹

Video Marketing for Conversion

Video can play a key role in helping increase conversions. A study by the Aberdeen Group found that companies using video enjoy a 27% higher click-through rate and a 34% higher web conversion rate compared to those that don't.² These may include comparison videos that showcase the advantages of your products, and customer case studies that help build credibility and leadership in your market.

1. "Video Is No Longer an Accessory for Marketing – Here's What You Need to Know," Video, Forbes, last modified December 15, 2016

2. Aberdeen group



Video Production

The ability to seamlessly produce a broad array of high-quality videos for every step of your sales and marketing journey is key to an effective video marketing strategy.

Video Production



Brand Storytelling Videos

These are longer videos, typically 2-5 minutes, that tell the story behind a company and brand. This often includes starting with a documentary-type script, and a mix of content such as live camera footage, existing B-Roll, interviews, images, music, and voiceovers. The turnaround for this type of video often depends on whether you employ live-action footage and how long that takes to coordinate for shooting.

Explainer Videos

Explainer videos have become an important asset in marketing a broad range of products and services. According to one recent study, 96% of people said they've used a video to learn more about a product or service, and 86% said they were convinced to purchase based on an explainer video. Explainer videos usually contain product overviews, highlight features and functionality, and demonstrate the look and feel and unique selling points. Typically they are 2+ minutes long and often include fun, casual animated videos that include graphics, screen captures, images, music, and voiceovers for added impact.

Testimonials

Case studies often target prospects and leads as they move lower in the funnel to provide proof points and encourage conversions. These videos are typically an interview style, that captures a customer or partner speaking about their positive experiences with your company and products. These are typically 1-2 minutes in length and combine elements such as images text, and music for impact.

Social & Teaser Videos

A great way to increase the ROI of any video is to edit the content to create several short teaser videos. Videos that are 15 -30 seconds long can be used across social channels and can be used across the user journey to increase awareness with fun short snippets or market the longer form content to increase engagement.

Video Storytelling

The availability of great digital tools has made it easier than ever before to create videos. But to create compelling content that will make an emotional connection with your audience, good video producers must go the extra steps to deeply understand the audience and tell compelling video stories.

Clear Message

It starts with creating a script that has a clear message that resonates with the target audience. Today's savvy buyers don't relate to strong sales and marketing messages. Your videos should strike an authentic tone of voice that is relatable and minimizes marketing fluff. Removing fluff allows the audience to focus on the main messages and establishes greater trust.

Dramatic Effect

Once you've established the messages and tone, using the right types of animation, photography, music, and voiceovers, depending on the style of the video, will add the needed dramatic impact. A great producer will be smart about combining these elements with good pacing throughout the video and a creative style that is appropriate to the target audience.

Beautiful Creative

Creativity is hard to measure but we all know it when we see it. Great creativity stands out and helps differentiate from the crowd. While not always necessary for all types of videos, establishing a strong creative style speaks to the company's brand as well as increases the appeal for the audience. Even simple explainer videos can receive stronger engagement when they use fun elements such as humor, animation, and interesting music.



Video Distribution

As part of creating great video content, it's important to consider the distribution strategy from the start. A distribution strategy includes:

Video Production



SEO

Search and social algorithms place a higher value on video content than any other content type. To maximize your video distribution, be sure to employ keywords in video content, titles, video descriptions and any tags. If it's a longer video, you can also use relevant subtitles for the various sections, these will make your video easier for indexing.

Website & Landing Pages

Embed videos on your home page if you are looking to drive awareness, or on relevant landing pages that complement campaigns if you are looking to increase conversions. Always consider the placement, size, and auto-play settings of your video, and test them to make sure the user experience is smooth. Poor user experience is often the culprit of bad ROI for a specific video.

Hosting Platforms

Common video hosting platforms such as YouTube, Vimeo, and Wistia are great places to keep your videos that will facilitate distribution. They host the video, make it easy to embed on your website and landing pages, and offer analytics for easy tracking purposes. Plus, they offer options for advertising directly on their platforms.

Social Platforms

Editing your videos to specific lengths and specifications will facilitate easy distribution through organic and paid social platforms. Depending on your business, LinkedIn, Facebook, Instagram, and YouTube, can all be great channels. But each has its own specifications and best practices that you'll need to consider as you finalize your video content.

Email Marketing

Since we are all inundated with emails these days, it's important to differentiate your email marketing tactics. As we've noted, adding video to emails greatly increases click-throughs. But not all email clients support video well and it's important to use things like thumbnails or edit to shorter forms to ensure video content will work for your email campaigns. Testing with each client is key.

Paid Advertising

Employing paid ads to promote your video is a great way to broaden your reach. If you are running a paid campaign, including video will likely increase engagement and conversions. You will need to understand the length and video formats required for the advertising platform.

Incorporating video into B2B marketing strategies is no longer an option but a necessity.

Its ability to captivate, engage and connect with audiences offers unparalleled opportunities for businesses to communicate their value proposition, drive greater engagement, and achieve better results. For B2B marketers, video has the power to increase engagement with a brand, and its products to make a real business impact.

There are many video providers in the market today. But the challenge is finding a partner that can provide not only the basics of video creation but also the creativity, and editing know-how to produce high-quality, engaging content. Healy Marketing Group is a full-service marketing agency that offers a full range of video services and storytelling for B2B marketing.

Our experts can help you add compelling videos to your marketing strategy. Our team of highly creative, technically savvy producers will partner with you to create high-quality, fast-turnaround videos that engage your audience at every step of the journey.



Listen to Healy Marketing Group's Founder & CEO
Kate Loomis discuss the importance of video to help your customers walk away with a clear understanding of the problem being solved and the solutions you offer.

Improve your marketing ROI with video today.
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